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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/382,374	08/24/1999	JEFFRY JOVAN PHILYAW	PHLY-24.736	5135
25883	7590	04/07/2005	EXAMINER	
HOWISON & ARNOTT, L.L.P			DURAN, ARTHUR D	
P.O. BOX 741715			ART UNIT	
DALLAS, TX 75374-1715			PAPER NUMBER	
			3622	

DATE MAILED: 04/07/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b>		<b>Applicant(s)</b>	
	09/382,374		PHILYAW ET AL.	
	<b>Examiner</b>		<b>Art Unit</b>	
	Arthur Duran		3622	

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --**

### Period for Reply

**A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.**

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 18 February 2005.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-7 and 9-14 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-7 and 9-14 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)  | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                                   | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

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### DETAILED ACTION

1. Claims 1-7, 9-14 have been examined.

#### *Response to Amendment*

2. The Amendment filed on 2/18/05 is sufficient to overcome the Tognazzini and Angles reference.

#### *Claim Rejections - 35 USC § 103*

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claim 1, 5, 7, 9-11, 13 are rejected under 35 U.S.C. 103(a) as being unpatentable over Tognazzini (5,708,478) in view of Picco (6,029,045).

Claim 1, 10: Tognazzini discloses a method, system for launching an advertisement on a computer, comprising:

a computer having an audio input interface and a display (Fig. 3; col 7, lines 50-60),

an audio output acoustically coupled from a receiver of a broadcast source to said audio input interface for providing an audio signal having encoded therein advertisement information (col 7, lines 50-60; col 3, lines 35-50; col 3, line 63-col 4, line 2),

and a computer program operable on said computer and responsive to said audio signal output from said receiver of said broadcast source to allow said computer program to be controlled by said advertisement information (col 3, lines 35-50; col 3, line 63-col 4, line 2; col 5, lines 25-45; col 4, lines 8-11).

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Tognazzini further discloses a program for accessing advertising information coupled from said receiver of said broadcast source, means for decoding advertising information encoded in said audio signal (col 3, line 65-col 4, line 2),

and means for launching said advertisement on said display of said computer (col 4, lines 5-8; col 16, lines 6-10; col 3, lines 14-18).

Tognazzini further discloses an audio signal and a coupling device (col 3, lines 39-47).

Tognazzini does not explicitly disclose control information that is sent to the user computer for controlling whether to display the advertising information.

However, Picco discloses sending the advertising information with the control information in the broadcast wherein the control information controls whether to display that advertising information:

“(13) Thus, in addition to the conventional live feeds and local content, the combiner may combine a plurality of user-specific information in the satellite signal including a private data identification code that permits the set-top box in accordance with the invention to locate the private data being transmitted through the satellite in accordance with the invention. The private data may include the compressed local content, as described above, which may be transmitted to each set-top box using several different transmission strategies, as described below. This local content may not be transmitted in real-time in that the local content is not immediately viewed by the user of the set-top box since the set-top box inserts the local content into the satellite signals as needed. As described above, the private data may also include command and control data that instructs the processor within the set-top box how to insert the local content into the satellite data streams” (col 8, lines 21-40).

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Picco further discloses that the local content can be advertisements:

“(8) For example, a user may be looking to buy a new car, and may select the preferences that are set so that the set-top box for the user stores only local content (i.e., advertisements) about automobiles. Then, when a local content space within the compressed digital data stream is identified, an automobile advertisement is shown to the user. Now, the uplink facility 102 in accordance with the invention will be described in more detail” (col 6, lines 34-41).

Picco further discloses utilizing a variety of communication methods, including broadcasting audio content:

“(2) This invention relates generally to a system and method for inserting individualized data content into a compressed digital data stream and in particular to a system and method for inserting individualized data content into a compressed digital video and audio data stream being transmitted to a plurality of viewers by any type of broadcast system, such as a satellite-based, cable-based, wireless cable (i.e., microwave) or terrestrial broadcast system” (col 1, lines 5-12).

Picco further discloses that a computer network can be utilized, the Internet and computers:

“In particular, the system may be used with a cable-based digital data broadcast system, a satellite or cable-based analog data broadcast system, a digital data broadcast system that uses a computer network, such as the Internet, a wireless cable (i.e., microwave) broadcast system, or a terrestrial broadcast system to communicate the digital data to the viewer” (col 14, lines 57-67).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Picco’s advertiser control of advertising information sent with

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advertising information to Tognazzini's advertiser provided information. One would have been motivated to do this in order to allow the advertiser better control of advertisement display in order to more effectively reach a user.

Claim 5: Tognazzini and Picco disclose the system of claim 1, and Tognazzini further discloses that said audio output comprises:

a broadcast or recorded program including said advertisement encoded in an audio component of said program (col 3, line 65-col 4, line 2; col 1, line 19-26).

Claim 7, 13: Tognazzini and Picco disclose the system, method of claim 1, 10 and Tognazzini further discloses that said advertisement includes:

information selected from the group consisting of product identity, product description, manufacturer identity, advertising messages or program execution commands (col 4, lines 1-14).

Claim 9: Tognazzini and Picco disclose the system of claim 8, and Tognazzini further discloses that said means for launching comprises:

Means for coupling said computer to said display (col 16, lines 6-10; col 3, lines 14-18).

Claim 11: Tognazzini and Picco disclose the method of claim 10, and Tognazzini further discloses providing an audio input interface for receiving the audio signal output from the receiver of the broadcast source,

Converting the received audio signal to a form readable by the computer,

And transmitting converted audio signal information to the computer (col 3, line 63-col 4, line 2; col 5, lines 25-35; col 6, lines 1-10).

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4. Claim 2, 3, 4, 6, 12, 14 are rejected under 35 U.S.C. 103(a) as being unpatentable over Tognazzini (5,708,478) in view of Picco (6,029,045) in further view of McKiel (5,133,011).

Claim 2, 3, 12: Tognazzini and Picco discloses the system of claim 1.

Tognazzini further discloses that said audio input interface comprises:  
a circuit for converting said audio signal output coupled from said receiver of said broadcast source into a form for processing by said computer (col 3, line 63-col 4, line 2; col 5, lines 25-35; col 6, lines 1-10).

Tognazzini does not explicitly disclose that the form is digital.

However, McKiel discloses converting an audio signal into digital form (col 4, lines 25-33).

McKiel further discloses an audio circuit having an input coupled to a microphone and an output (Fig. 1), and an A/D converter coupled to said output wherein an output of said A/D converter is couples to a system bus of said computer (col 4, lines 25-33).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add McKiel's analog to digital converter to Tognazzini's computer that receives an audio signal's analyzes, processes it, and performs computer functions and analysis on it. One would have been motivated to do this because a computer can manipulate data more effectively when the data is in digital form that a computer needs to perform functions with.

Claim 4, 6, 14: Tognazzini and Picco disclose the system, method of claim 10.

Tognazzini further discloses that said audio signal output comprises:

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a sound effect selected from the group consisting of superaudible tones (col 5, lines 57-61; col 10, lines 5-9).

Tognazzini does not explicitly disclose audible tones, clapping, whistling.

However, McKiel discloses that said audio signal output can be a sound effect such as audible tones, clapping, whistling, or a combination thereof (col 1, lines 20-29).

Tognazzini does not explicitly disclose an audible signal for initiating execution by said program in said computer.

However, McKiel discloses an audible signal for initiating execution by said program in said computer (col 1, lines 20-29).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to add McKiel's audible signals to Tognazzini's computer that receives an audio signal, analyzes it, and performs computer functions. One would have been motivated to do this because an audible signal is a form of audio signal and audible signals are a form of broadcast useful in some applications or systems.

### ***Response to Arguments***

5. Applicant's arguments with respect to claims 1-7, 9-14 have been considered but are moot in grounds of the rejection above.

Examiner notes that while specific references were made to the prior art, it is actually also the prior art in its entirety and the combination of the prior art in its entirety that is being referred to.

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On page 9 of the Applicant's Amendment dated 2/18/05, Applicant states, "There is no disclosure as to sending the advertising information with the control information in the broadcast wherein the control information controls whether to display that advertising information". Please see the rejection of the independent claims above to see how these features are addressed.

### *Conclusion*

The following prior art made of record and not relied upon is considered pertinent to applicant's disclosure:

Hendricks (6,738,978) discloses sending the advertising information with the control information in the broadcast wherein the control information controls whether to display that advertising information (paragraphs 73, 92, 102) and sending digital radio broadcasts (paragraph 37).

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event,

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however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.


Any inquiry concerning this communication or earlier communications from the examiner should be directed to Arthur Duran whose telephone number is (571) 272-6718. The examiner can normally be reached on Mon- Fri, 8:00-4:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



Arthur Duran  
Patent Examiner  
3/30/05



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